MAR 4

R J Reynolds

Tobacco Company

LARRY S. SCHREIBER
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February 29, 1996

MEMORANDUM TO: RJR ACCOUNT MANAGERS - WAM DISTRIBUTORS

SUBJECT: NEXT STEPS WITH YOUR WAM DISTRIBUTORS

As of February 28, 1996, here is the status on "Signature" for the four Distributors listed below:

WAM Distributor	Status
Axton Candy and Tobacco	Undecided
Cooper Booth	Will not stock "Signature"
South Co	Undecided
Pine State	Undecided

For all Distributors who we currently know will be carrying and selling "Signature," the following coordination on your part is very important:

1. WAM Distributors who are having their own Trade Shows coming up in March or April... contact the Distributor and ensure that the Distributor has been provided "Signature" displays and/or POS material to properly have the brand displayed at their Trade Show.

2. Determine if the Distributor is going to have any sort of promotion on "Signature" available during their Trade Show... assist in using Accrual Funds.

3. Contact/discuss the "Introductory Program" each has been provided (per my memo of 2/22/96), allowing .25¢ per carton on purchases within either a 30-day window, or 90 days from date of first purchase, as it applies to each distributor.

4. WAM Distributor's monthly allocations on the 12 promotions (full price and DORAL Brands) need to be monitored and adjusted (+ or -), given their expected quantities sold to WAM Retailers each month, through December 1996.

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Source: https://www.industrydocuments.ucsf.edu/docs/lpyn0000

- On an on-going basis, inform WAM Distributor of his earnings status on 1996 -- January through June Partners:

  Key Point: Explain to them how important it is for RJR's Retail Partners to carry "Signature" (priced correctly), to potentially qualify for Partners Retail Accruals which drive our other brands at retail, and assist the Distributor to earn better Wholesale Partners monies... this assumes the Retailer also participates and qualifies for a Merchandising Plan.

- I would appreciate your "feedback" relative to your WAM Distributor's performance... principally, if the Distributor is poorly performing against either selling or promoting "Signature" and/or the WAM monthly promotions... and if not, why not? This feedback of poor performance, if it exists, would be passed along to Win Schiller at WAM Enterprises for handling by Win with the WAM Distributor.

Your follow through would be appreciated.

Larry

Larry Schreiber

LSS/kp

Attachment

cc/attachment: Win Schiller (WAM Enterprises) (no attachment)
Bryan Stockdale
Scott Steen
Region Sales Managers

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